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THE
MATERIAL
OF A
THOUSAND
USES



THE MATERIAL OF A THOUSAND USES



BAKELITE CORPORATION

247 Park Avenue, New York, N. Y.

Chicago Office: 636 West 22d Street

BAKELITE CORPORATION OF CANADA, LTD.
163 Dufferin St., Toronto - - Ontario, Can.

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BAKELITE CORPORATION

The MATERIAL of a THOUSAND USES

HOW often the average person, when seeking the romance of fiction, overlooks the romance of fact.

Tourists will travel many miles from the beaten track to witness the mystic art of some Ancient Magician. They watch with awe and wonder while they are deceived by his cunning legerdemain—such is fiction.

How few realize, that at their own door step they may see the reality of modern magic, created by that modern magician—the Chemist.

Through exhaustive research, by careful study, and with infinite patience, he has mastered the science of the transformation of matter, and discovered a new material which in a little more than a decade has found a place in nearly every phase of our daily life—such is fact.

Let us follow through an average day with an average family and find, perhaps to our amazement, the number of times we are apt to come in contact with this unique chemical creation—"The Material of a Thousand Uses."



AS you begin the day with your morning shave, you encounter Bakelite first in the handle of your shaving brush and the box containing your safety razor. The material is also an indispensable part of the electric water heater.



The Material of a Thousand Uses

AT breakfast, your wife pours you a cup of coffee; the handle she takes hold of on the percolator is made of Bakelite, as well as the button under the table she presses for service, and the twin-outlet plug from which are carried the wires to the toaster.



The Material of a Thousand Uses



YOU drive your wife downtown for a morning's shopping. Before leaving, she gives the baby a teething ring to keep him contented while she is away. Of course, it never occurs to her that this childhood necessity is of the same material as the automatic fire extinguisher which stands silent watch over her home.



The Material of a Thousand Uses

AFTER lighting a pipe made of Bakelite, or perhaps it's a cigarette or cigar holder, you step into your car and can find within reach thirty or more parts, either entirely or partly made of it, such as the timing gear, distributor head, gear shift ball, horn button, etc.

The morning is cold and as you speed along the windy stretches between your home and town you button your overcoat snugly about you. Doubtless you would be surprised to know that the buttons on the coat are also made of this material.



The Material of a Thousand Uses





YOUR wife stops at the butcher's to do the day's marketing. Little does she realize that the handles on the butcher's knives, or the pen or pencil she is using to check off the various items as they are purchased, are made of Bakelite.

She steps into a booth to 'phone the dentist, confirming her appointment; again she encounters this remarkable material in the form of telephone mouthpiece and receiver shell.



The Material of a Thousand Uses

AT the dentist's, not only the instrument handles and the arms on the chairs, but numerous other parts of his equipment are made of "The Material of a Thousand Uses" in one form or another.

* * * *

In the meantime, you have arrived at the office; you take yesterday's date from the calendar pad on your desk. The frame that holds the pad is made of Bakelite, as are also various parts on the typewriter and adding machine.



The Material of a Thousand Uses





The Material of a Thousand Uses

IN the factory you find the material in still another form—large silent pinions are helping to reduce the noise and clatter of the shop. Investigation would reveal its use for grinding wheels, lathe hand-wheels and a dozen other places in your plant. Even in the laboratory it forms the “stage” for the microscope.

Your Chief Engineer informs you that, by adopting “The Material of a Thousand Uses,” he has been able to produce one of the most intricate pieces you manufacture in a single operation, thus eliminating the assembly of many metal parts and effecting a substantial reduction in cost.

A TELEPHONE message from a customer makes a short train journey necessary. Your safety on the trip is partly due to this material, for the block system is protected by insulation made of Bakelite. On the switchboard that controls the lighting system of the car there is a dash-pot composed almost entirely of Bakelite. Even the bulbs and bases of the electric lamps are cemented together with Bakelite in still another form.



The Material of a Thousand Uses



Jewelry Novelties

IN colors that equal clear amber, jade, ruby, amethyst or emerald; in lustrous jets and golden browns, Bakelite presents a permanent material of singular beauty. With Bakelite jewelry and art objects may be fashioned in infinite variety, possessing the appeal of novelty with the charm and conservatism of good taste.



BAKELITE

The Material of a Thousand Uses

Smokers' Articles

BAKELITE has long held popular approval as an ideal material for pipe stems, cigar and cigarette holders. It is hard, strong, non-absorbent, with a lustrous surface.

The beautiful coloring and the ease with which it can be worked has led to the creation of many unusual and attractive designs.



The Material of a Thousand Uses



BAKELITE



The Material of a Thousand Uses

YOUR customer gives you a large order and you plan to celebrate by taking your wife to the matinee.

On the way home you board a crowded trolley car. You grasp a strap hanger, the handle of which is made of this unique material.

After luncheon there is an hour to spare and you wile away the time by playing a game of billiards. Here again is Bakelite, for the balls and the bridge are made of it.

AT the theatre this modern chemical creation has even entered the field of music, for the mouthpiece on the clarinet, chin rest on the violin, the keys of the piano are all produced from this material. During the play a Spanish dancer enters gracefully from the wings and in her hands she is dexterously manipulating a pair of castanets made of Bakelite.



The Material of a Thousand Uses





UPON arriving home you find a letter from an old friend inviting you to accompany him on a trip into the North Woods. You stroll into your den to look over your fishing rods and rifles; again you encounter this material, for the reel on the rod and the butt plates on the guns are formed of Bakelite.



Returning to the drawing room you join your wife for an evening's radio concert. Should you examine closely you will discover that the radio apparatus is made almost entirely of Bakelite.



The Material of a Thousand Uses

THE clock strikes midnight,
it is time to retire, and as you
rest your head upon the pillow
it may seem that you have ex-
hausted the possibilities of this
wonderful material—but have
you? The bed you sleep in is
lacquered with Bakelite and the
casters under the bed are made
of it—and so on *ad infinitum*.



The Material of a Thousand Uses



What is this Wonderful Material?

WHAT is this wonderful material? What makes possible this wide variety of uses?

Our modern magician—the Chemist—has joined two well known liquids, carbolic acid and formaldehyde; they are made to unite chemically with each other so as to produce either an opaque solid, or a transparent amber-like substance, absolutely without taste or odor and possessing entirely new chemical and physical properties.

In the manufacture of Bakelite, scientific methods are employed. Every raw material is analyzed and must conform to a standard. Every process is checked daily, some hourly; the components are accurate in weight. Frequent samples are submitted to a testing laboratory for electrical and mechanical tests to check our own standards.

It therefore differs from the materials which it has superseded, for it is a standardized product of known composition, and in its several forms has brought new standards of quality to the various industries in which it is employed.

Hidden in the inventive minds of man are thousands of new uses for this material. Perhaps the foregoing narrative has suggested to you some new application. It has already proven the solution to innumerable problems—why not yours?

The Bakelite Corporation maintains a Research Laboratory for the working out of new applications. All inquiries will receive careful attention.



In the Pure Form

A LIGHT, hard, transparent substance, stronger and more brilliant than the finest amber. Made also in amethyst, jade, ruby, and emerald; in lustrous jet and golden browns, and in cloudy and translucent effects. It is odorless, tasteless, and non-absorbent; it will not burn, melt, or deteriorate with age. Can be easily machined, engraved, and polished. Used for pipe stems, cigar and cigarette holders, fountain pens, jewelry, and novelty goods, producing many new and unusual effects.



In Molded Form

MOLDED accurately to dimensions with a clear, sharp finish. Metal inserts can be rigidly and permanently imbedded in place. The material in this form combines high dielectric and mechanical strength with heat-resistance. It is non-hygrosopic, impervious to water, oils, and solvents, and is chemically inert. Can be machined and polished. Will not change color, or deteriorate with age. Used for an infinite variety of molded parts.



In Laminated Form

A LAMINATED product in sheet, rod and tube form manufactured from certain grades of paper or fabric especially processed. It is characterized by unusual strength, resiliency, and toughness. Possesses high dielectric strength, and is impervious to heat, oil, water, and most chemicals. It will not warp or deteriorate with age, and can be machined, punched, drilled, tapped, and polished. Used in the manufacture of radio panels, silent gears, airplane propellers, etc.



In Liquid Form

AS a Varnish for coating or impregnating materials and for the insulating of electric coils, windings, etc.

As a Lacquer for producing a hard transparent and resistive coating for highly finished metal.

As Enamel for protecting metal from corrosion and action of chemicals.

As a Cement for bonding metal, porcelain, wood, rubber, fibre, where tenacious heat-resisting material is required.

To obtain the maximum resisting qualities of our liquid materials, baking is necessary at temperatures ranging from 175° F. to 300° F. The baking periods vary from a half an hour, to several hours according to the grade used and the type of work involved.

BAKELITE CORPORATION

products are manufactured under the following
United States Patents

939,966	1,054,265	1,111,288	1,197,171	1,310,088
941,605	1,065,495	1,115,766	1,200,692	1,339,134
942,699	1,077,113	1,133,083	1,200,731	1,342,868
942,700	1,083,264	1,134,433	1,209,165	1,345,694
942,808	1,085,100	1,135,962	1,209,333	1,345,695
942,809	1,087,422	1,137,373	1,213,144	1,354,154
942,852	1,088,677	1,137,374	1,213,726	1,358,394
949,671	1,088,678	1,139,470	1,216,265	1,368,753
954,666	1,090,439	1,144,338	1,216,266	1,371,220
957,137	1,092,511	1,146,045	1,217,115	1,372,114
982,230	1,092,512	1,146,299	1,230,829	1,374,526
1,018,385	1,094,828	1,146,300	1,233,298	1,401,953
1,019,406	1,094,830	1,146,389	1,242,592	1,418,718
1,019,407	1,098,608	1,156,452	1,242,593	1,424,738
1,019,408	1,098,610	1,160,362	1,250,760	1,439,056
1,020,593	1,102,630	1,160,363	1,250,959	1,442,420
1,020,594	1,102,631	1,160,364	1,259,472	1,503,392
1,027,794	1,102,632	1,160,365	1,259,473	1,524,335
1,029,737	1,102,633	1,171,725	1,261,615	1,524,995
1,033,044	1,102,634	1,187,229	1,263,031	1,528,006
1,037,719	1,107,703	1,187,230	1,294,230	1,537,454
1,038,475	1,111,284	1,187,231	1,306,681	1,548,537
1,046,137	1,111,285	1,187,232	1,308,330	1,551,428
1,046,420	1,111,286	1,188,014	1,310,087	1,559,846
1,047,484	1,111,287			

Other Patents Pending





BAKELITE PAT. PEND.

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PLANTS

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